

# How Salesforce Education Cloud can improve enrolment by delivering more personalized experiences?

**Salesforce Education Cloud improves personalized experiences**



Post Covid-19, higher education institutes need an agile platform that can cater to the evolving needs of the education industry. As virtual education has to stay here, institutes should think of delivering an improved digital experience to students for education as well as enrollment. Whether you're reopening or continuing to deliver remote education, Salesforce Education Cloud helps you to offer digital-first engagements across the entire learner lifecycle.

**Salesforce CRM for Higher Education helps** you to connect with students leveraging social, mobile, and cloud technologies. Built for social and mobile era, Salesforce for higher education helps you to connect campuses while placing students at the center of it. You should leverage Salesforce for recruiting, student success, advancement, marketing, and community engagement.

With Education Cloud, institutes can easily deliver remote learning experiences during this pandemic. Salesforce helps you to deliver education in the way your students want. You can deliver outstanding experience to students with mobile devices by offering right kind of insights right on their mobile devices. By connecting everything across multiple touch points, Salesforce enables students, alumni and parents to effortlessly communicate with the institute.

One of the use-case which readers love to read is of Arizona State University. It is leveraging Salesforce Education Cloud to deliver connected learning experiences across the entire campus. Every year, Arizona State University sends 91 million emails to offer personalized experience and build a higher engagement.

Furthermore, you will have a single and unified view of all the stakeholders including prospects, students, alumni, donors, and affiliates with Salesforce for higher education. You can connect all the information available across social, mobile, and cloud technologies to have unified view of every interaction. This will also help you make smart decisions.

A great example to cite here is Concordia College has achieved the highest enrolment leveraging Salesforce. Since Salesforce for higher education can be tailored as per your requirements, you can use it to build relationships that amounts to the enrolment of students, before even meeting them.

With Education Cloud, you can run targeted email campaigns and gain actionable insights on the admissions and recruitment funnel. Salesforce helps you to boost productivity and performance across recruitment, increase yield, and gain complete insight. In this horrible time of pandemic, the new normal for higher education is remote learning.

Institutes imparting higher education should leverage Salesforce Education Cloud to address their unique business challenges. With **Salesforce Education Cloud**, institutes can deliver digital engagement, streamline admission and recruitment process, answer all queries with AI-powered chatbots and drive higher student retention with tracking and managing customer engagement. If you need to know more, feel free to contact us.

Source : <https://www.kcloudtechnologies.com/how-salesforce-education-cloud-can-improve-enrollment-by-delivering-more-personalized-experiences/>

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